



Tourism & Events Department
7506 E. Indian School Road
Scottsdale, AZ 85251
480.312.7177

To: David Scholefield, Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: August 15, 2017

Subject: ArtWalk Event Support Funding Proposal

The ArtWalk event is now entering its 42 year and has been a longstanding community event. Due to the community benefit of this longstanding heritage event the commission is requested to consider recommending allocating \$75,000 annually toward a three-year event funding agreement in support of the ArtWalk Gold Palette series.

The Scottsdale ArtWalk Gold Palette is a series of seven Thursday night events beginning in November and concluding in April. The traditional ArtWalk events will continue to take place on a weekly basis around the Gold Platte series with an additional summer spectacular event in July.

Analysis & Assessment

The ArtWalk Gold Palette event series meets the multi-year community event funding program requirements and criteria recommended by the commission at the July 18 TDC meeting.

The 2017-18 event series is anticipated to attract approximately 14,000 attendees and provide the city with media and promotion value of \$75,000.

Marketing and promotional benefits focused on highlighting the Scottsdale destination through media and promotional opportunities are outlined in the application worksheet and support documentation. In addition the following contractual requirements will be added in order to ensure the event's continued success and growth:

- Increase direct dollar non-city sponsorship by \$3,500 and \$2,300 in-kind support annually
- Increase direct dollar event marketing expenditure by \$3,500 annually
- Increase event series attendance by 1,500 annually
- Increase gallery event participation by five galleries annually

City staff has evaluated the proposal to identify the benefits for the city and the local tourism industry and has identified a public purpose for the city's expenditure. The marketing and promotional benefits provide direct consideration substantially equal to the proposed city's expenditure.

The event organizer will provide the city a post event report annually, which will provide an evaluation of the producer's performance under any established agreement.

The city will be involved in the planning and organizing of the event series and therefore this event is not required to obtain a special event permit but is required to ensure that the event complies with requirements applicable to a special event as set forth in the Special Events Ordinance (Scottsdale Revised Code, Chapter 22, Articles I and II).

If recommended by the commission and upon City Council approval the event will receive 75% of the event funding in advance of the event. The final 25% will be provided once all contract requirements have been fulfilled.

Funding Availability & Potential Options

The total maximum annual city investment for the event support agreement is \$75,000. Allocation of potential funds in support of the proposal will be from the \$1.2 million from the Tourism Development Fund established for events and event development.

Based on FY 2017/18 Tourism Development Fund sources and uses projections, funds are available. Pending TDC discussion, the following are options for consideration:

- 1) Recommend new event development funding for all or part of the requested amount of \$75,000 annually for three years.
- 2) Direct staff to further evaluate the event's potential, event development partnership opportunities and the resulting return on investment.
- 3) Take no action or additional event evaluation.

Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.

City of Scottsdale
Community Event Funding Program
Application

Events are an important component of Scottsdale's overall image and its product. They help increase national and international visibility for Scottsdale as a desirable tourist destination.

The Community Event Funding Program supports events that are locally significant and provide something to do for visitors who are already here.

Maximum funding amount is \$30,000.

***Qualifications:** All qualifications must be met in order to be eligible for funding.

- Non-profit entity with verification of current IRS 501(c) tax exempt non-profit status.
- Provides educational, recreational, cultural, historical or social opportunities accessible to a significant number of local residents and visitors.
- Supports at least one tourism drivers: art and culture, culinary, golf, sports and recreation or western.
- Attendance must exceed 2,000.
- Non-discriminatory in nature and provides reasonable accommodations for those with special needs.
- The event or portion of the event must be held primarily within the corporate limits of the City of Scottsdale. Exceptions will be made for mega events that: 1) Provide a state or large regional benefit, and 2) Receive direct dollar support from multiple cities. Among the factors used in determining whether an Event is held primarily within the City of Scottsdale are: the extent to which the majority of attendance, participation and event activation occur in the corporate limits of Scottsdale.
- Enhances Scottsdale's status and aligns with Scottsdale's brand image.
- Funding application is received a minimum of 90 days prior to start of event.
- Has obtained all necessary city and governmental permits. Active event permit must be approved before disbursement of funds.

Ineligibility: The following types of events are not eligible for funding:

- Trade shows
- Neighborhood block parties
- Corporate Meetings
- Events that are mainly fundraisers
- Events that happen in a normal course of business
- Events (or events attached to other events) that receive funding support from other bed tax programs
- The funds cannot be used for public relations agency fees

Questions, Application and Approval Process

- Applications:
 - Read application document entirely. Only apply if event meets qualifications.
 - Fill out application. Incomplete submissions will not be accepted.
 - Submit application via mail or email to City of Scottsdale Tourism & Events Department
- Approval:
 - Applications will be reviewed by City of Scottsdale staff for eligibility, accuracy, and possible recommendation.
 - Recommendations are approved by the Tourism Development Commission.

- Questions and Applications should be submitted to:
City of Scottsdale Tourism & Events Department
Attention: Holli Shannon HShannon@scottsdaleaz.gov
480-312-7177

Funding Criteria:

Funding will be awarded as outlined, based on the criteria below. Producers may apply for up to \$30,000 maximum for operational and/or marketing and advertising expenses.

Add up items from each category to determine maximum amount of funding for which your event is eligible. Only apply for maximum funding amount for which your event qualifies.

Category 1: Attendance	
2,000 – 5,000	\$2,500
5,001 – 10,000	\$5,000
10,001+	\$7,500
Category 2: Event Days	
1 day	\$1,000
2 days	\$2,500
3+ days	\$5,000
Category 3: Event Years in Scottsdale	
0 – 5 years	\$1,000
6 – 10 years	\$2,500
11 – 25 years	\$5,000
25+ years	\$10,000
40+ years	\$13,000
Category 4: Seasonality (bonus for events between May and Dec.)	
1 day	\$1,000
2 days	\$1,500
3+ days	\$2,000
Category 5: Updated Website (must be active with the following information at least 60 days prior to event: event name, date, location, hours, phone number, ticket info and description).	\$2,500

Funds Disbursed:

Three quarters (75%) of the recommended funding will be provided once the event has been approved. The final quarter (25%) of event funding will be provided once all contract requirements have been fulfilled.

Approved Use of Funds

- Event marketing, promotion or advertising
- City staff, such as police for parking and traffic control
- City refuse collection not normally scheduled
- Direct event production costs
- Fees for use of public property

Responsibility of Event Producer:

- Comply with all City of Scottsdale application, permit, insurance and approval requirements and processes for special events
- Review, sign and adhere to all requirements as outlined in the Event Agreement.

Final Notes: The City of Scottsdale and the Scottsdale tourism industry are eager to support quality events that contribute to our strong tourism image, have growth potential and provide measurable return to the City of Scottsdale and the industry:

- This communication is an invitation to submit an application and should not be interpreted as approval of City funding for the event.
- Actual funding amount and specific uses must be specifically authorized by the City.
- Application is not a legally binding agreement.

COMMUNITY EVENT FUNDING APPLICATION		
APPLICANT INFORMATION		
Application Date	Legal Non-Profit: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
Organization Name:		
Business Address:		
City:	State:	Zip Code:
Event Contact:		
Phone:	Cell Phone:	Email:
Event Producer Qualifications:		
EVENT INFORMATION		
Event Name:		
Event Website:		
Event Date(s):	Event Time(s):	
Event Address:		
City: Scottsdale	State: A	ZIP Code:
Admission Cost:		Years in Scottsdale:
Expense Budget (includes marketing):	Marketing Budget:	Estimated Revenue:
Brief description of event:		
If you have previously received funding from the City of Scottsdale, list years and amounts below (list only up to last three years).		
Year	Amount	
2016-2017	\$17,000	

COMMUNITY EVENT FUNDING APPLICATION		
2015-2016		\$30,000
2014-2015		\$31,286
How will this event benefit residents and the City of Scottsdale: 		
FUNDING REQUEST		
<p>The City's Tourism Development Commission has developed the Approved Uses, listed in Sections A-E below, for any funds that are granted.</p> <ul style="list-style-type: none"> A. Event marketing, promotion or advertising B. City staff, such as police for parking and traffic control C. City refuse collection not normally scheduled D. Direct event production costs E. Fees for use of public property <p>City of Scottsdale cannot be the full funding source for an event. The contract requires that the producer perform other activities with no reimbursement from the City to conduct the event as promised to the City. Details about fully reimbursable and non-reimbursable activity are in the Event Agreement and should be reviewed carefully.</p> <p>Complete the funding criteria worksheet below to determine maximum funding amount allowed. Once the total funding amount is determined, list how those funds will be used in the expense worksheet (see next page).</p>		
FUNDING CRITERIA WORKSHEET		
Category 1: Attendance		
	2,000 – 5,000	\$2,500
	5,001 – 10,000	\$5,000
x	10,001+	\$7,500
Total funding allowed from Category 1		
Category 2: Event Days		
	1 day	\$1,000
	2 days	\$2,500
x	3+ days	\$5,000
Total funding allowed from Category 2		
Category 3: Event Years in Scottsdale		

COMMUNITY EVENT FUNDING APPLICATION		
	0 – 5 years	\$1,000
	6 – 10 years	\$2,500
	11 – 24 years	\$5,000
	25+ years	\$10,000
x	40+ years	\$13,000
Total funding allowed from Category 3		
FUNDING CRITERIA WORKSHEET (CONT.)		
Category 4: Seasonality (bonus for events between May 1 – December 31)		
	1 day	\$1,000
	2 days	\$1,500
x	3+ days	\$2,000
Total funding allowed from Category 4		
Category 5: Updated Website (must be active with the following information at least 60 days prior to event: event name, date, location, hours, phone number, ticket info and description).		
x	Check if Yes	\$2,500
Total funding allowed from Category 5		\$2,500
TOTAL FUNDING REQUEST allowed from Categories 1 - 5		\$75,000
EXPENSE WORKSHEET		
Category	Item	Amount
<i>Example: B. City Staff</i>	<i>Police for traffic control</i>	<i>\$5,000</i>
none		
Total Expenses for City Funding Reimbursement:		

COMMUNITY EVENT FUNDING APPLICATION	
SUBMISSION INFO	
I authorize the verification of the information provided on this form.	
Signature of applicant:	Date:
Name	

* If more room is needed, attachments are permissible.

Multi-Year Community Event Funding

An event may be considered for a multi-year community event funding above the maximum of \$30,000 up to \$75,000.

Qualifications: All qualifications must be met in order to be eligible for funding.

- Events years in Scottsdale must exceed 40 years.
- An event must meet the criteria for community event funding, excluding seasonality, and be at the maximum level for the following community event funding criteria: (attendance, event days, event years)
- Non-profit entity with verification of current IRS 501(c) tax exempt non-profit status.
- Provides educational, recreational, cultural, historical or social opportunities accessible to a significant number of local residents and visitors.
- Supports at least one tourism driver: art and culture, culinary, golf, sports and recreation or western.
- Attendance must exceed 10,000 in first year and **must show continued growth in each subsequent year of funding.**
- Non-discriminatory in nature and provides reasonable accommodations for those with special needs.
- The event or portion of the event must be held primarily within the corporate limits of the City of Scottsdale. Exceptions will be made for mega events that: 1) Provide a state or large regional benefit, and 2) Receive direct dollar support from multiple cities. Among the factors used in determining whether an Event is held primarily within the City of Scottsdale are: the extent to which the majority of attendance, participation and event activation occur in the corporate limits of Scottsdale.
- Enhances Scottsdale's status and aligns with Scottsdale's brand image.
- Funding application is received a minimum of 90 days prior to start of event.
- Has obtained all necessary city and governmental permits. Active event permit must be approved before disbursement of funds.

Ineligibility: The following types of events are not eligible for funding:

- Trade shows
- Neighborhood block parties
- Corporate Meetings
- Events that are mainly fundraisers
- Events that happen in a normal course of business
- Events (or events attached to other events) that receive funding support from other bed tax programs
- The funds cannot be used for public relations agency fees

Funding Criteria:

Funding Criteria:

Producers may apply for up to a maximum of \$75,000 for operational and/or marketing and advertising expenses. The maximum number of year for which an event can receive funding is three. Once the funding amount is

approved by City Council no increase to the funding amount funding amendments will be made during the three year agreement.

Funds Disbursed:

Three quarters (75%) of the recommended funding will be provided once the event agreement has been approved by city council. The final quarter (25%) of event funding will be provided once all contract requirements have been fulfilled.

Questions, Worksheet and Approval Process

- Worksheet:
 - Read qualifying worksheet in its entirety. Only complete if event meets qualifications.
 - Incomplete submissions will not be accepted.
 - Submit worksheet via email to City of Scottsdale Tourism & Events Department
- Approval:
 - Worksheet will be reviewed by City of Scottsdale staff for eligibility and accuracy.
 - Recommendations are submitted to the Tourism Development Commission for consideration. If recommended staff will present funding recommendation to city council.
- Questions and Worksheets should be submitted to:
City of Scottsdale Tourism & Events Department
Attention: Holli Shannon HShannon@Scottsdaleaz.gov
480-312-7177

MULTI-YEAR COMMUNITY EVENT FUNDING WORKSHEET

APPLICANT INFORMATION

Worksheet Date: 7.21.17

Organization Name: Scottsdale Gallery Association

Legal Description (LLC, etc.) 501C6

Business Address: PO Box 2045

City: Scottsdale

State: AZ

Zip Code: 95252-2045

Event Contact: Kathi Ouellet or Holly Bohling

Phone: Kathi: 480-444-0001

Holly: 480-979-8837

Cell Phone: Kathi: 480-993-8311

Holly: 602-616-8494

Email:

ouletteKahi@gmail.com

Holly@amerybohling.com

EVENT INFORMATION

Event Name: Gold Palette ArtWalk Season

Event Website: scottsdalegalleries.com

Event Date(s): Thursdays: November 16, 2017; December 14, 2017; January 25, 2018; February 8, 2018; March 1 2018; March 15, 2018; April 5, 2018. We are planning to provide an eighth July Summer Spectacular ArtWalk, not funded by the City.

Event Time(s): 6:30 PM – 9:00 PM

Event Location: Downtown Scottsdale: Marshall and Main Streets

City: Scottsdale

State: AZ

Zip Code: 85251

Admission Cost: free

Projected Attendance:

Projected attendance: 14,000 people across the Gold Palette season. Each events attendance fluctuates, but it averages 2000 per ArtWalk

Years in Scottsdale:

42 Years

Expense Budget (includes marketing):

76,637.00

Estimated Revenue:

NA

Marketing Budget:

36,437

Requested Funding Amount:

\$75,000

MULTI-YEAR COMMUNITY EVENT FUNDING WORKSHEET

Detailed description of event:

The Scottsdale Gallery Association's ArtWalk, "America's Original ArtWalk" began in 1975, and has been serving the culture and arts community continuously for over 40 years. Based in Scottsdale's Downtown Arts District, it is a family friendly nationally attended mecca for art and cultural experiences. Our promotional efforts target the luxury buyer and a large portion of our visitors are luxury buyers.

We welcome and attract visitors of all economic levels, but more importantly we bring the sophisticated fine arts cultural connoisseur. We are asking the City of Scottsdale for \$75,000. With this funding, we will increase our local, national and international promotions. In our message, we plan to re-claim Scottsdale's reign as the nation's finest Art Market and as a result we expect to increase sophisticated visitor levels nationally and internationally.

We have planned seven special Gold Palette ArtWalks for the 2017-2018 Season to be held from 6:30 – 9:00 P.M. Three ArtWalks are during the Shoulder Season; see those asterisked below. We plan to hold an eighth Summer Spectacular ArtWalk in July, due to popular demand. We are not requesting funds for this ArtWalk. It should be noted that we will continue our regular Thursday night ArtWalks throughout the year.

Planned Gold Palettes include: *Demonstrate, November 16, 2017; Scottsdazzle, December 14, 2017; Art in Motion: A Video Experience, January 25, 2018; Western Spirit, February 8, 2018; Native Spirit, March 1, 2018; Worth a 1000 Words, March 22, 2018; *Taste of Scottsdale: Food, Wine and Art, April 5, 2018. We also plan to coordinate a non-City funded Gold Palette: *Scottsdale Blaze, July 12, 2018. Please see attached listing of each ArtWalk for more details. Scottsdale Blaze is not a part of the requested funding however, our goal is to build sponsorships and continue this event as one of the Gold Palette events, through the three year grant period.

MULTI-YEAR COMMUNITY EVENT FUNDING WORKSHEET

Provide a detailed, itemized list of sponsorship benefits the City of Scottsdale will receive as part of the sponsorship package.

Please include the event sponsorship plan for the next three years:

The Gold Palette Season serves as an invitation to fine art connoisseurs to visit Scottsdale. These ArtWalks are scheduled throughout the year, allowing the visitor to select a specific event that works with their own busy schedule and art or cultural passion. These events are scheduled on Thursday evenings rather than on Saturday and/or Sunday, encouraging visitors to arrive early enough in the week for our Thursday night event and then extend their trip to take full advantage of a long weekend getaway, or longer, to participate in other City events. This will help increase hotel room usage, lengthen stays and increase overall luxury category spending. With increased local, national and international promotions we expect to easily restate Scottsdale's reputation as the nation's finest art and cultural market. The world of cultural arts is spinning with the changes brought about by social media. Marketing and advertising outlets are reinventing themselves daily. However, the sophisticated cultural connoisseur is fully aware that culture cannot be experienced solely through social media outlets. With Scottsdale's rich and historically grounded cultural arts, and an increased local, national, international outreach, we will easily restate Scottsdale's presence as a leading mecca for cultural arts.

The Scottsdale Gallery Association (SGA) shall ensure the following for each Event held during the term of this Agreement:

- SGA will host and sponsor the Gold Palette ArtWalk Series (or "Event") in Downtown Scottsdale, Arizona on November 16, 2017; December 14, 2017; January 25, 2018; February 8, 2018, March 1, 2018; March 22, 2018; April 5, 2018 and a minimum of seven events annually in each year during which this Agreement is in effect.
- The City of Scottsdale ("City") will have "naming rights" to the Event and the Event will be titled "The Scottsdale Gold Palette ArtWalk Series."
- The City of Scottsdale and Experience Scottsdale shall be identified as hosts on the Event website. The Event website shall include a link to Experience Scottsdale's website, which promotes Scottsdale as a destination, and identify Experience Scottsdale website as a vacation planning resource or visitor information resource.
- The Event features the City of Scottsdale's name and logo in all advertising, banners, press releases, and promotional materials created for the Event, including but not limited to, event posters, flyers and event guides including promotion on social media.
- At least four feature stories focusing on the Event will air or appear on television or news websites in advance of the Event.
- At least three ads promoting the Event are published in the Arizona Scottsdale Republic event page.
- SGA will promote the Event on social media, including Facebook, Twitter, and Instagram.
- Producer will work closely with Experience Scottsdale to create additional opportunities to promote the City in connection with the Event.
- Producer will ensure a minimum of a \$75,000 marketing value in the event for the City as reasonably determined by the City. Such value shall be reflected in a marketing and promotional plan that Producer shall provide to the City's contract administrator by September 16, 2017 and by September 1 of each year during which this Agreement is in effect.
- The parties stipulate that for the 2017/18 event series the direct dollar sponsorship will be \$3,500 and in-kind support will be \$23,000. Producer's direct dollar sponsorship shall increase annually by at least \$3,500 and in kind support shall increase annually by \$2,300 during this agreement. Funds provided pursuant to this Agreement or any city in-kind support are not considered sponsorship funds or in-kind support for purpose of this requirement.
- The parties stipulate that the Producer's direct dollar marketing investment for the 2017/18 event series will be \$36,437. Producer's direct dollar marketing investment in the Event shall increase by at least \$3,500 annually during the term of this agreement.
- The Parties stipulate that the attendance will be 14,000 for the 2017/18 event series. Attendance at the event shall increase by a minimum of 1,500 annually during the term of this agreement.
- The Parties stipulate that gallery participation in the event series shall increase annually by at least five galleries in order to increase event participation.

Goal 1: Expand our outreach using a more coordinated effort with the City of Scottsdale, Experience Scottsdale, our museums, and our member galleries. With the City's event funding, we will develop a more comprehensive outreach plan through printed media, television, radio spots, and social media.

Goal 2: Draw the luxury traveler and Valley resident to Downtown Scottsdale to experience the depth, breadth and scope of our cultural community. With the City's assistance, we can increase our promotional activity **and grow attendance in these seven ArtWalks**. We expect a seasonal increase of 10-15% per year for the next three years. We project the following minimum growth rate: 2017-2018: 14,000 attendees; 2018-2019: 15,500 attendees; and in the 2019-2020 season: 17,000 attendees.

Goal 3: We expect to see vacant retail spaces filling up and local area merchants thriving. As a result, the City can expect to see increased revenue from sales tax and bed tax.

Goal 4: Develop additional ArtWalk events in addition to the 7 City funded Gold Palette events. We have already experienced an increased interest in sponsorships from various sources interested in sponsoring a dedicated ArtWalk.

Goal 5: Increase Gallery and Merchant participation in range and scope. Merchants and Galleries open during ArtWalks is currently about 95%. We consider this a low level of participation. We expect to increase the scope of involvement of Downtown merchant involvement from low to moderate by 10 merchants each year. With a base of 10 active at the moderate level for 2017-2018 we expect to see 20 active in 2018-2019. And 30 active at the moderate level in the 2019-2020 season. Currently 10 – 12 galleries are highly involved with planning. We expect that will maintain or increase slightly.

Goal 6: Value growth including in kind and cash: In 2017-2018: Cash = \$3500, In kind = 23,000; 2018-2019: Cash = 7000, In kind = 25,300; 2019-2020: Cash = 10,500, in kind 27,800.

MULTI-YEAR COMMUNITY EVENT FUNDING WORKSHEET

Submit your current marketing plan as it is without City Funding. Please include location, timing, impressions, cost, etc. *Attach if more space is needed.

Please see attached documents

If approved for funding, please explain how event funding will enhance your event's marketing and PR efforts and how Scottsdale will be promoted throughout all advertising, collateral and promotional material:

Our comprehensive Art Community is unparalleled. This will be our message: Art and culture is more than an on-line shopping experience. Scottsdale offers a sophisticated culturally rich community with a wide range of art galleries, artists, art historians, art instructors, museum curators, and more. Visiting Scottsdale provides the visitor an opportunity to 'Experience Scottsdale's' finest quality arts and culture. This message has not been adequately promoted in recent years. The Scottsdale Gallery Association's Marketing program has begun a re-building phase for both ArtWalk planning and outreach. The City of Scottsdale is one of the finest Community Cultural Destinations in the World. The City draws people, already in the know, from all over the nation and the world. Visitors can enjoy free parking while participating in our ArtWalk. In just a short leisurely stroll, visitors experience a broad array of fine art from Sculpture, Fine Custom Jewelry, Native American Art, Western Landscapes, Contemporary Art, to Figure work. Visitors meet world-famous master artists at work in their studios, artists providing demonstrations on the street, they may participate in planned art classes or have an impromptu lesson on the spot. Visitors also discover museum caliber art galleries, visit Scottsdale's Museum of the West; Scottsdale Museum of Contemporary Art, Scottsdale Artists School, and other historical sites in the area. We expect to spread this message to millions more cultural arts connoisseurs, encouraging them to visit Scottsdale and experience our cultural riches.

Our nine Gold Palette Art Events are designed to amplify Scottsdale's cultural experience by coordinating themed events with all the representatives of Downtown Scottsdale's Cultural and Arts Community.

MULTI-YEAR COMMUNITY EVENT FUNDING WORKSHEET

Describe how you will provide qualitative and quantitative information regarding event attendance levels. In addition provide past attendance and projected attendance growth over the length of the funding agreement:

Attendance Levels: Many of our visitors have a bachelor's degree or higher and are sophisticated professionals. Based on this, we estimate the average income level of our visitors is over \$100,000 annually. Our events are free and we have an open flow of pedestrian and vehicle traffic. Because of this free flow of traffic, it is difficult to collect an accurate count of attendees and their demographics. We estimate our attendance data by three methods of data collection. One method is gallery members from opposite ends of the district counting visitors entering their gallery. Second, we have had counters in strategic locations on the street counting pedestrians passing by. Our third method is 'embedded observation' conducted by gallery owners, contractors and Scottsdale Gallery Association volunteers. With this information, we estimate a high percentage of families and couples attending, with about 55% women and 45% men. We estimate over 14,000 people attended last year's event series, averaging 2000 attendees per event. With the City's assistance, we can increase our promotional activity and easily grow attendance to more than 2400 people per event and reaching 17,000 attendees. We have developed a new plan to more accurately estimate foot traffic to be implemented this year.

MULTI-YEAR COMMUNITY EVENT FUNDING WORKSHEET

Provide estimated economic impact results of the event and the projected impact on Scottsdale. Please also include your plan to enhance your event over the next three years with detail on reaching your targeted growth:

Outside sponsorships are important going forward. We have already begun contacting several organizations that might be interested in sponsoring 2018, 2019 and 2020 Gold Palette ArtWalks. In turn, we have already had several companies contact us for possible sponsorships for the 2017-2018 season and we are actively working with them to coordinate efforts. This includes advertisers interested in our target visitor population (the luxury buyer) such as: Wine Producers, Automotive Manufacturers, and Casinos. As our sponsors have a positive experience we expect sponsor participation to continue to grow in scope and number. Current sponsors will invest more in the event. New sponsors will be attracted to participate. Sponsors will also promote these events through their marketing efforts and thus our message reach to the greater public will grow exponentially. With continued promotions and increased sponsorships and media outreach we expect to see more luxury travelers seeking Scottsdale as their primary destination. By the end of the 2017-2018 season, we hope to have 3 – 4 new sponsors in place; and double that by 2020. Projected participant growth has been discussed in a previous section. Expected economic impact: 1. Increased national and international attendance from luxury cultural arts connoisseurs; 2) Increased use of resorts and hotels; 3) Increased luxury spending in restaurants, shopping, and entertainment; 4) increased tax revenue 5) Increased use of vacant merchant space. We do not have impact numbers directly related to these goals. Due to the size of our organization we do not have numbers directly related to these goals.

MULTI-YEAR COMMUNITY EVENT FUNDING WORKSHEET

Describe how the event will stimulate the fundamental decision to travel and visit Scottsdale, generate room nights as well as enhance the length of stay:

The Gold Palette promotions serve as an invitation to fine art connoisseurs to visit Scottsdale. As mentioned our events target the luxury buyer. Since seven Gold Palette ArtWalks are scheduled through-out the year, the visitor can select a specific event that works with their own busy schedule and art or cultural passion. These events are scheduled on Thursday evenings rather than on Saturday and/or Sunday, encouraging visitors to arrive early enough in the week for our Thursday night event and then extend their trip to take full advantage of a long weekend get-away, or longer, to participate in other City events. This will help increase hotel room usage, lengthen stays and increase over-all luxury category spending. It is important to note that our expected growth is not limited only to increased participants in the planned Gold Palette ArtWalks. The Scottsdale Gallery Association has a unique opportunity to increase the number Sponsored ArtWalk events throughout the year, providing enhanced promotions and additional visitors to the City of Scottsdale. It should be noted that this is in addition to our regular Thursday night ArtWalks held throughout the year. Our goal is not only to improve room nights and length of stay for the funded Gold Palettes, we expect to develop improve room nights and stays for additional ArtWalk events throughout the year.

NEXT STEPS

This proposal process has been developed to provide necessary information for the City of Scottsdale, Tourism Development Commission to evaluate funding proposal requests and to determine appropriate funding for qualified events. The sponsorship review process can take up to 60 days to complete.

1. Staff reviews event qualification worksheet to determine event's eligibility
2. If event qualifies for funding, producer will present at the Tourism Development Commission (TDC) meeting. TDC has the potential to require more information or vote on funding amount they are recommending.
3. Event presentation to the TDC is required. The presentation should take no more than 5 minutes and outline the information provided in this worksheet.
4. TDC submits funding recommendation to City Council for approval (Following TDC recommendation, allow four weeks for council presentation).
5. Formal action by City Council

SUBMISSION INFO

I authorize the verification of the information provided on this form.

MULTI-YEAR COMMUNITY EVENT FUNDING WORKSHEET	
Signature of applicant:	Date:
Name	



2017-2018
Proposed Gold Palette ArtWalk Series

Nov 16 DEMONSTRATE! 6:30 – 9:00*

The 2017-2018 Gold Palette ArtWalk Series kicks off with a return of last year's successful DEMONSTRATE! Galleries will be full of energy as multiple, world-class painters, sculptors and other artisans are on hand to give live demonstrations. This night is designed to create a rich learning experience for collectors and first time visitors alike as Scottsdale's world famous fine art tradition is proudly on show.

Dec 14 Scottsdazzle 6:30 – 9:00

To celebrate the holiday season, the Scottsdale Gallery Association is pleased to participate with the City of Scottsdale in its annual Scottsdazzle. Galleries will kick off the holiday season at Thanksgiving by participating with various programs in alignment with the City's Annual Tree Lighting. In the following weeks, galleries will carry out individual promotions all culminating in the December 14th Gold Palette ArtWalk. On that night, coordinated SGA programs include lighted windows, luminaria, poinsettias, ice sculptures, carolers and various art exhibitions. Marketing and PR will be closely aligned with the City's plan for visibility for the event and with coordinated programs complimenting the other community partner programs. The SGA is currently searching for a noteworthy charity organization to partner with.

Jan 25 Art in Motion: Video Experience 6:30 – 9:00

With the return of the Gold Palette ArtWalk, "Art in Motion: A Video Experience," the SGA looks to build on Scottsdale's position as a leading proponent of video art. The digital video "revolution" of the 1990s has created wide access to sophisticated editing and control technology, allowing many artists to work with video and create interactive installations based on video. The SGA will curate and present video artists who will create a video trail of art projected on buildings, in the streets, within galleries and on store fronts. Custom works significant to the vision of the Gold Palette ArtWalk Series--a

sense of place and community experience-- will engage attendees as they become immersed in interactive video art works while the SGA and City of Scottsdale continue to be a forward programmer of this ever growing art niche.

Feb 8

Western Spirit

6:30 – 9:00

Scottsdale is famous around the world for many wonderful attributes. One of its most enduring characteristics is its rich Western heritage. Scottsdale galleries are a vital part of this identity as they have become globally recognized destinations for Western art collectors, Western architecture fans and Western enthusiasts in general. Increasingly, art exhibited in the galleries are at the forefront of not only showcasing traditional Western art but also innovative contemporary Western mediums. “Western Spirit” Gold Palette ArtWalk celebrates this new Western optimism with a night of great art, music and food. Activities will be sought and formed to coalesce with any City of Scottsdale events occurring around the same time. Scottsdale residents and visitors will get to participate in true Western spirit.

March 1

Native Spirit

6:30 – 9:00

Arizona has been inhabited for well over 25,000 years. Many of the indigenous Native American icons used in contemporary society and art works offer tantalizing clues to historic cultural stories, interchanges and current world views. The sheer diversity and number of images point to a complex and long-termed evolution of beliefs and rituals still practiced and reflected in the Native arts produced today. In celebration of this rich history of culture and art, the Gold Palette ArtWalk, “Native Spirit,” will engage many diverse disciplines and artists from these communities to interact, demonstrate, educate and celebrate the many voices of Native art through art, food and music. Native Spirit will coincide with the Heard Museum’s annual exhibition and sale, attracting many of these visitors to the streets of the Scottsdale Arts District.

March 22

Worth a 1,000 Words

6:30 – 9:00

The SGA has created an unusual mid-month Gold Palette ArtWalk for the busy month of March. For one night, multiple galleries will be encouraged to exhibit works by at least one art photographer. As a globally significant art medium and means of communication, photography will allow Scottsdale and Scottsdale galleries to simultaneously begin building a reputation for an annual photography event/exhibition. Due to the popularity of photography and a wider access to it by all people, this Gold Palette ArtWalk is very exciting. For one night, the galleries can attract a significant and diverse crowd.

April 5 A Taste of Scottsdale: Eat, Drink and Art 6:30 – 9:00

With the recognition that life's many pleasures often intermingle, the SGA is determined to create an exciting Gold Palette ArtWalk to prove that great art, food and wine are best together! Galleries will feature food from various Scottsdale Arts District restaurants while Arizona wineries and local tasting rooms will provide the drink. Well-fed and palette quenched, visitors will stroll through the galleries all featuring new art exhibitions.

The Summer Spectacular ArtWalk is not a part of the City's funded Gold Palette ArtWalks. However we are planning this event as part of our Gold Palettes. We welcome sponsorships.

July 13 Summer Spectacular 6:30 – 9:00

The "International" Gold Palette ArtWalk returns after a one year hiatus to fill the off season month of July. Building on the past success of an annual summer ArtWalk, "International" adds a little identity to a hot night. Galleries will exhibit works by various international artists while street performers, musicians and decorations will create a full experience of international culture in the Scottsdale Arts District. Of course, emphasis will be placed on keeping people cool, hydrated and engaged!

** Note: ArtWalks are listed as open from 6:30 – 9 PM. However we will stay open until 9:30 to accommodate visitors still attending.*

**Scottsdale Gallery Association
Gold Palette
Budget 2017- 2018**

Item 3c

DEMONSTRATE! November 16, 2017		SCOTTSDAZZLE December 14, 2017		VIDEO EXPERIENCE January 25, 2018		WESTERN SPIRIT February 8, 2018	
Tarra Lazos	2000	Tarra Lazos	2000	Tarra Lazos	2000	Tarra Lazos	2000
Support Staff	Incl	Support Staff	Incl	Support Staff	Incl	Support Staff	Incl
Photographer	Incl	Photographer	Incl	Photographer	Incl	Photographer	Incl
Project Manager	700	Project Manager	700	Project Manager	700	Project Manager	700
Production	1500	Production	3000	Production	2000	Production	2000
Advertising	5859	Advertising	5859	Advertising	5859	Advertising	5859
Social Media	Incl	Social Media	Incl	Social Media	Incl	Social Media	Incl
Website Maint.	Incl	Website Maint.	Incl	Website Maint.	Incl	Website Maint.	Incl
Graphic Arts	100	Graphic Arts	100	Graphic Arts	100	Graphic Arts	100
Insurance	200	Insurance	200	Insurance	200	Insurance	200
<u>ADDITIONAL CITY SPONSORSHIP</u>							
Water Bill Listing							
Permits/Fees							
Music							
Total Expenses	\$ 10,359	Total Expenses	11,859	Total Expenses	\$ 10,859	Total Expenses	\$ 10,859

TOTAL Budget	\$ 78,500
---------------------	------------------

**Scottsdale Gallery Association
Gold Palette
Budget 2017- 2018**

Item 3c

NATIVE SPIRIT March 1, 2018		WORTH 1000 WORDS March 15, 2018		LOCAL FOOD & WINE April 5, 2018		Total Gold Palette ArtWalks 2017-2018	
Tarra Lazos	2000	Tarra Lazos	2000	Tarra Lazos	2000	Tarra Lazos	\$ 14,000
Support Staff	Incl	Support Staff	Incl	Support Staff	Incl	Support Staff	Incl
Photographer	Incl	Photographer	Incl	Photographer	Incl	Photographer	Incl
Project Manager	700	Project Manager	700	Project Manager	700	Project Manager	\$ 4,900
Production	3000	Production	2000	Production	3000	Production	\$ 16,500
Advertising	5859	Advertising	5944	Advertising	5859	Advertising	\$ 41,100
Social Media	Incl	Social Media	Incl	Social Media	Incl	Social Media	Incl
Website Maint.	Incl	Website Maint.	Incl	Website Maint.	Incl	Website Maint.	Incl
Graphic Arts	100	Graphic Arts	100	Graphic Arts	Incl	Graphic Arts	\$ 600
Insurance	200	Insurance	200	Insurance	200	Insurance	\$ 1,400
Total Expenses \$ 11,859		Subtotal	\$10,944	Total Expenses	\$ 11,759	Total Expenses	\$ 78,500

Media Type	Schedule	Placement	Number of Issues	Circulation/Reach	Cost per Page	CPM	Planned Size	Plan Cost	In Kind Value	Direct Dollars
Newspaper	3 1/2 page ads/week/event	Scottsdale Republic			897			6,277		6,277
Social Media	12 Months	Facebook, Instagram, Twitter						500/mo		6,000
Web Ads	ScottsdaleGalleries.com Updates and Maint.									1,600
	10 days ea/event = 90 days	AZ Republic		75k/event*				975/event		6,825
	Months	Experience Scottsdale	Art & Culture Landing Page	1,323 Page Views/mo				200/mo		2,400
	Sept 15 deadline	Experience Scottsdale	Holiday 2017 Campaign					0		0
	Oct 23 deadline	Experience Scottsdale	Loonie Love Promotion					0		0
	Mar 28 deadline	Experience Scottsdale	Summer in Scottsdale					0		0
Magazine	1x Annual	Experience Scottsdale	1 - Annual	125,000	5,999	0.048	1 Page	5,999		5,999
	Oct, Dec	Art & Antiques	10 (No Jan & Aug)	30,000	2,500	0.083	1 Page	2,500		5,000
	Feb, Mar, Nov	Southwest Art	12x	31,072	2,305	0.074	1 Page	2,305		6,915
	12 Months	Intl. Artist Publishing Inc	12x (3 publications)	240,000	Comp		1/4 Page	Comp	36,000	0
Other	SGA Gallery Members, In Kind	Social Media, Facebook, Instagram, Other Media Purchases			Comp			Comp	10,000	
Subtotal Media									46,000	41,016
Total Media										\$ 87,016

**Scottsdale Gallery Association
Gold Palette
Budget 2017- 2018
No City Funding**

DEMONSTRATE! November 16, 2017		SCOTTSDAZZLE December 14, 2017		VIDEO EXPERIENCE January 25, 2018		WESTERN SPIRIT February 8, 2018	
Advertising	986	Advertising	986	Advertising	986	Advertising	986
Website Maint.	Incl	Website Maint.	Incl	Website Maint.	Incl	Website Maint.	Incl
Insurance	200	Insurance	200	Insurance	200	Insurance	200
<u>ADDITIONAL CITY SPONSORSHIP</u>							
Water Bill Listing							
Music							
Total Expenses	\$ 1,186	Total Expenses	1,186	Total Expenses	\$ 1,186	Total Expenses	\$ 1,186

TOTAL Budget	\$ 13,257
City Sponsorship	0
Direct Dollar Sponsorship	-3500
Net Loss	\$ 9,757

Scottsdale Gallery Association
Gold Palette
Budget 2017- 2018
No City Funding

NATIVE SPIRIT March 1, 2018		WORTH 1000 WORDS March 15, 2018		LOCAL FOOD & WINE April 5, 2018		Total Gold Palette ArtWalks 2017-2018	
Advertising	986	Advertising	5944	Advertising	986	Advertising	\$ 11,857
Website Maint.	Incl	Website Maint.	Incl	Website Maint.	Incl	Website Maint.	Incl
Insurance	200	Insurance	200	Insurance	200	Insurance	\$ 1,400

Media Type	Schedule	Placement	Number of Issues	Circulation/Reach	Cost per Page	CPM	Planned Size	Plan Cost	In Kind Value	Direct Dollars		
Web Ads	ScottsdaleGalleries.com Updates and Maint.									900		
	Sept 15 deadline	Experience Scottsdale	Holiday 2017 Campaign					0		0		
	Oct 23 deadline	Experience Scottsdale	Loonie Love Promotion					0		0		
	Mar 28 deadline	Experience Scottsdale	Summer in Scottsdale					0		0		
Magazine	1x Annual	Experience Scottsdale	1 - Annual	125,000	5,999	0.048	1 Page	3,296		5,999		
	12 Months	Intl. Artist Publishing Inc 12x (3 publications)		240,000	Comp		1/4 Page	Comp	36,000	0		
Other	SGA Gallery Members, In Kind	Social Media, Facebook, Instagram, Other Media Purchases			Comp			Comp	5,000			
Subtotal Media									\$	41,000	\$	6,899
Total Media											\$	47,899

Scottsdale Gallery Association
Data Tracking for 3-year City contract

A. For purposes of tracking attendance levels:

We will have two individuals on each side of the street walk from Scottsdale road along Main to Goldwater. The individuals will count the number of people they pass as they walk. In addition, they will glance inside each establishment and count people inside. If traffic is high we may need to have four people, two on each side making this walk. One person counting pedestrians. The other counting people inside the shops.

This will be done at two points during the highest crowd levels: for example once at 7:30 and once at 8:15.



2017-18 Scottsdale Gallery Association Gold Palette ArtWalk Review of Event & Impact

Situational Analysis

"America's Original ArtWalk" has been a nationally recognized event for art and cultural experiences for over 40 years, capitalizing on Scottsdale's reputation as a sophisticated culturally rich community.

Because the city already has a wide range of galleries, artists, art historians, instructors, museum curators and more, it can boast that it is one of the finest community cultural destinations in the world, drawing many people from outside the area.

In just a short leisurely stroll, visitors experience a broad array of fine art. They meet world-famous master artists at work in their studios and artists providing demonstrations on the street. They also discover museum caliber art galleries, visit Scottsdale's Museum of the West, the Museum of Contemporary Art, the Artists School, and other historical sites in the area.

Complementing and adding to this culture, art walks have been held in Scottsdale for 42 years. The Scottsdale Gallery Association is planning seven special Gold Palette ArtWalks for the 2017-2018 season. Over 14,000 people are expected to attend these events, with three planned for the shoulder season. They are also planning an eighth walk for July, for which funding is not requested.

The Association is asking for \$75,000 from the City to help promote it. They hope to grow an established event in terms of attendance and number of visits, enhancing Scottsdale's status and aligning with the city's brand image.

Pertinent Questions

1. How will the event enhance the Scottsdale brand?
2. How will marketing dollars be spent inside and outside of Maricopa County to promote the event and enhance Scottsdale's attractiveness as a tourist destination?
3. How will they draw the luxury traveler and valley resident to Downtown Scottsdale?

4. What is the projected economic impact of the event and how many room nights will it generate?

General Assumptions

- The events will be held in November, December, January, February, March (twice) and April with a minimum of seven events annually.
- The City will have “naming rights” to the event and will be known as “The Scottsdale Gold Palette ArtWalk Series.
- Producers will ensure increased exposure value for the City, which will be reflected in a marketing and promotional plan that organizers will provide.
- The City of Scottsdale and Experience Scottsdale shall be identified as hosts of the event website, linking to Experience Scottsdale as a vacation planning and visitor information resource.
- The Gold Palette ArtWalk series will draw the luxury traveler and Valley resident to Downtown Scottsdale to experience the depth, breadth and scope of the city’s cultural community.

Economic and Media Impact

The Gold Palette promotion serves as an invitation to fine art connoisseurs to visit Scottsdale, and has the potential to set the standard nationally for this type of event. The events are scheduled for Thursday evenings rather than on Saturday and/or Sunday, encouraging visitors to arrive earlier in the week, in many instances extending their trip.

The organization’s goal is not only to increase room nights and length of stay for the funded Goal Palettes, they also expect to bolster room night numbers for additional ArtWalk events throughout the year.

The producers hope to increase economic impact in five ways:

- Increased national and international attendance from cultural art connoisseurs
- Increased use of resorts and hotels
- Additional spending in restaurants, shopping and entertainment
- More tax revenue
- Increased use of vacant merchant space

Because the ArtWalk is unique to Scottsdale and complements the City’s brand exceptionally well, I think these goals are achievable.

They have an extensive media plan, which includes \$123,992 in planned media:

- Arizona Highways Web \$600
- Arizona Republic Web 8,775
- Experience Scottsdale Web 1,600

- Experience Scottsdale Magazine 5,999
- Art & Antiques 7,500
- Southwest Art 9,220
- American Art Collector 18,000
- Western Art Collector 18,000
- Native American Art 5,400
- Gallery Assn. Social media 30,000
- Other Social Media 30,000
- Arizona Republic 12,898

In addition – due to the uniqueness of the event – The art walks should generate over \$30,000 in value on the editorial side with traditional print, radio and television. That should give the City well over \$150,000 in total media exposure, and enhance the possibility of increasing heads in beds.

Summary

There are very few events that can focus on a target audience that exceeds the ultimate Scottsdale visitor profile like the Gold Palette ArtWalks. Because the event appeals to an upscale audience and is a tourism driver in the art and culture category, it appears that the Series has a enormous potential to increase the number of bed nights.

It also has an excellent promotions and media plan, one that should generate and exceed the \$150,000 threshold per its marketing plan. Organizers also have a plan in place to reach their goal of increased exposure each year by their projected figure of \$3,500 annually during the agreement, and attendance by 1,500 per year. This could allow them to reclaim Scottsdale's reign as the nation's finest Art Market.

I think it would be in the City's and the Scottsdale Gallery Association's best interest to complete an economic impact study of the event. They state that it is difficult to collect an accurate count of attendees and their demographics. However, there are several companies/organizations, including Arizona State University, who can conduct a study.

With better data, the City can verify that it is obtaining value for its expenditure, and the event can use the information to increase its sale of sponsorship, and to improve future events.

Respectfully submitted,

Bruce Skinner and Associates